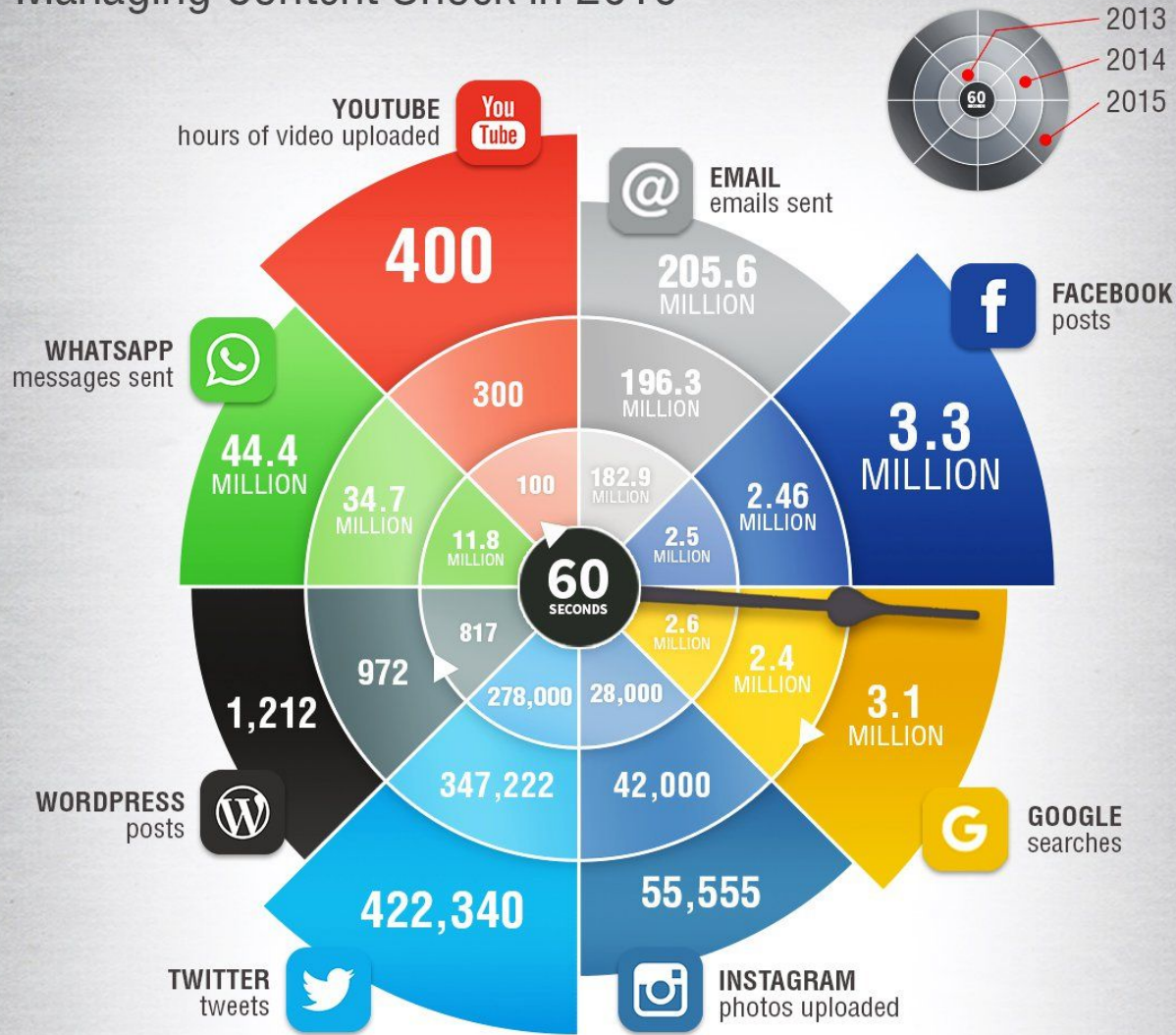




**Give the people what they want,**  
but what is that?

# What Happens Online in 60 Seconds?

## Managing Content Shock in 2016





X Ample Small Business

Learn more about X Ample on our Info tab  
about an hour ago · Like · Comment

Buy Cheap Office Supplies likes this **Like Spam**

X Ample S  
Like-spam  
25 seconds

Trevor Bry  
posts, but

Feed

DELTA GIVEAWAY



DELTA

5  
photos

16k  
followers

88  
following

Following

Like Page

### Delta Airlines

Just in time for the holidays!

We're giving away free 1 way tickets to our first 20k followers who give us a shoutout!

\*Domestic Flights only!

*Competition*

You could **WIN** a Clermont Nest of Tables worth over £100

Competition ends 12am Wednesday 30th October 2013



#instagood #goodvibes #instaporn  
#instawow #instamoment #instalikes  
#photoenthusiast #photofun #chill  
#throwback #throwbackpic #instaframe

#instasnap #instaworld  
#instawow  
#daysfun  
#timewithgoodpeople  
#ram #travelstagram

om scratch"  
eed to know to  
79 for a limited  
/ude.my/brdyl



4 · Sponsored

“Almost every app built for Facebook has practically no usage... heavy “immersive” experiences are not how people engage and interact with brands... *heavyweight brand experiences will fail because they don't map to real life*”

**Head of Brand Design, Facebook**





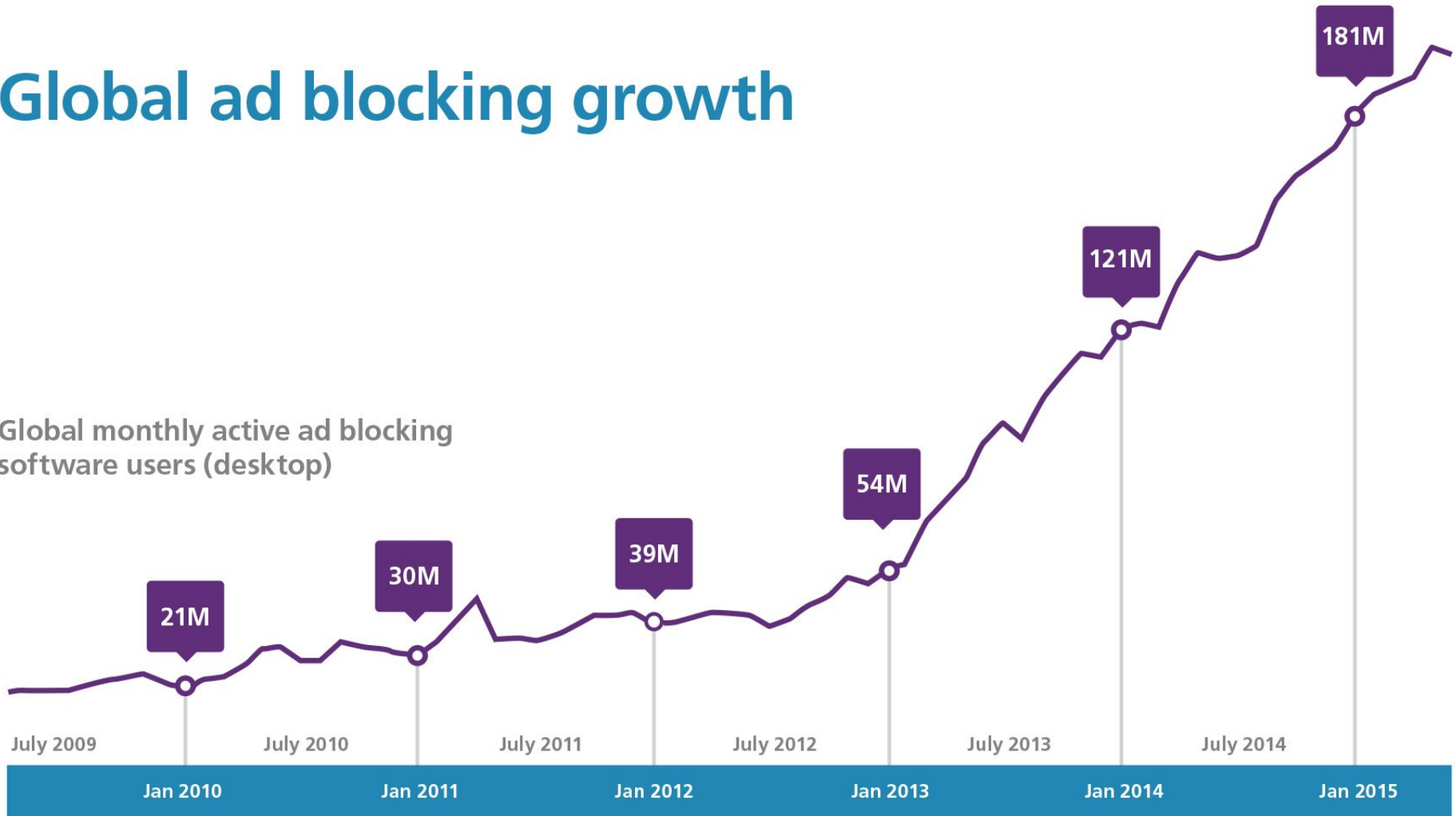
@bebornsocial | @twice\_tyse1



# AdBlock

# Global ad blocking growth

Global monthly active ad blocking software users (desktop)





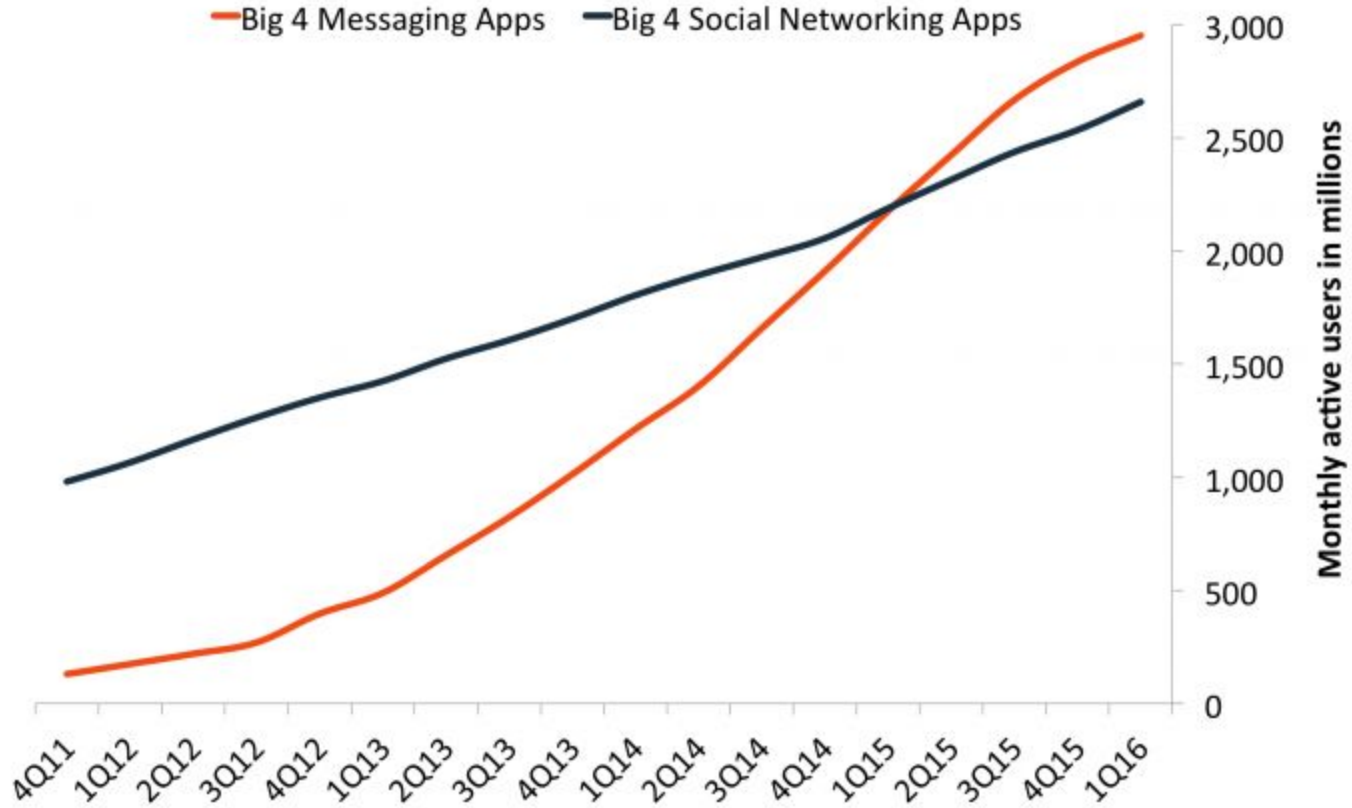


@bebornsocial | @twice\_tyse1



# Messaging Apps Have Surpassed Social Networks

Global monthly active users for the top 4 messaging apps and social networks, In millions



Note: Big 4 messaging apps are WhatsApp, Messenger, WeChat, Viber.  
Big 4 social networks are Facebook, Instagram, Twitter, Snapchat  
Source: Companies, BI Intelligence

BI INTELLIGENCE

“We need to stop interrupting what people are interested in & be what people are interested in”

**Craig Davis**

“TV advertising used to work like this: you sat on your sofa while creatives were paid to throw a bucket of shit in your face. Today you’re expected to sit on the bucket, fill it with your own shit, and tip it over your head while filming yourself on your mobile.”

**Charlie Brooker**





**Give the people what they want.**



What do they want?

**born  
social**





SHARE



6.6K



# A Teenager's View on Social Media

Written by an actual teen

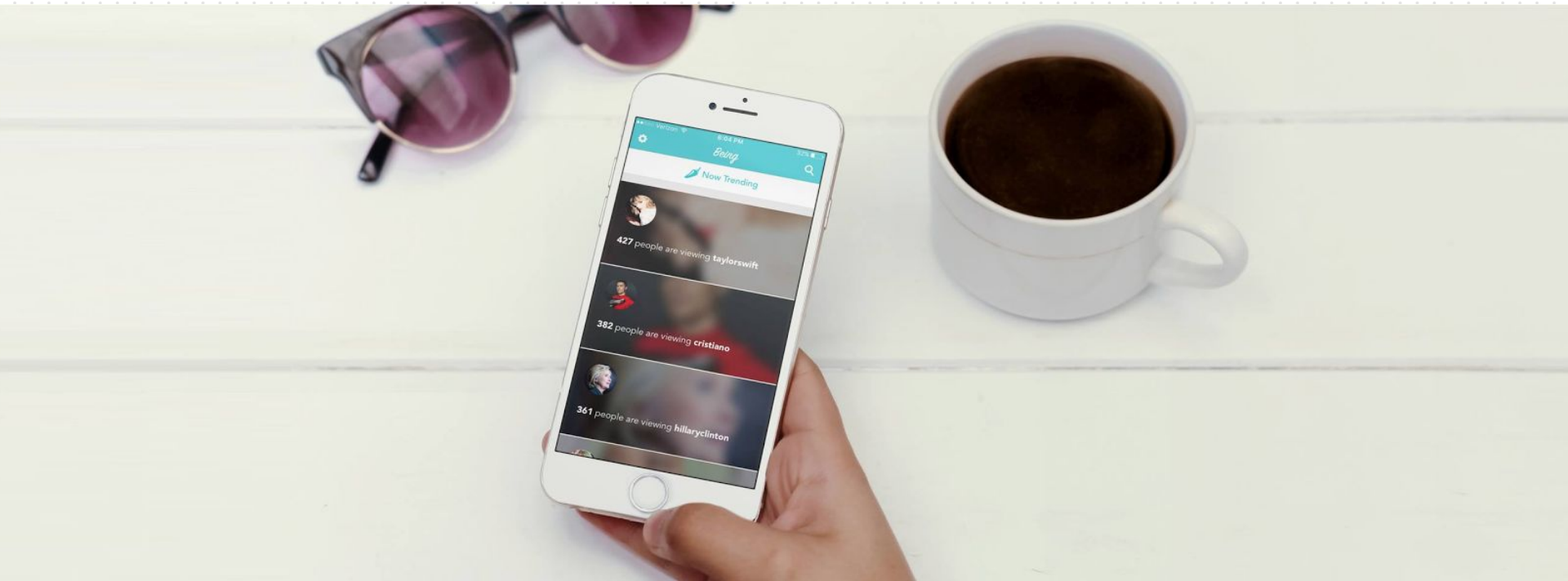


I read **technology** articles quite often and see plenty of authors attempt to dissect or describe the teenage audience, especially in regards to social media. However, I have yet to see a teenager contribute their voice to this discussion. This is where I would like to provide my own humble opinion.

For transparency, I am a 19-year-old male attending The University of Texas at Austin. I am extremely interested in social media's role in our society as well as how it is currently evolving. Thus, the views I provide here are my

@bebornsocial | @twice\_tyse1









“If you want to understand how a lion hunts, don’t go to the zoo. Go to the jungle.”

**Jim Stengel**



What they want.



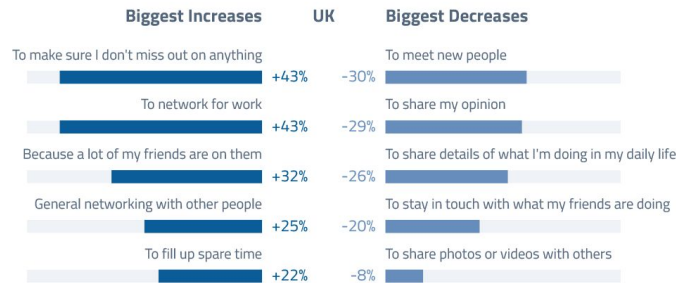
# Decline in personal sharing on social networks

GlobalWebIndex – Know Your Audience™



## MOTIVATIONS FOR USING SOCIAL MEDIA

*Reasons cited for using social media: changes since 2014*



**globalwebindex.net** /// Question: What are your main reasons for using social networking services? /// Source: GlobalWebIndex Q3 2014 & Q1 2016  
 /// Base: Internet Users aged 16-64

People are on social for other people



**monzo**



People are on social to procrastinate





**Betfair** @Betfair · 10m

Alexis Sanchez scored twice to help Chile beat Uruguay last night.  
He's 19/10 to score against Man Utd this weekend,





**Paddy Power** ✓  
@paddypower



 **Follow**

The international break is over.



RETWEETS

**58**

LIKES

**80**



People suffer (cripplingly) from FOMO





@bebornsocial | @twice\_tyse1

**born**  
**social**



**Richard Mitchell**  
@TheRichardM



 Follow

The line for [@Spectacles](#) isn't as long as I feared.





**Give the people what they want,**  
but what is that?



@bebornsocial | @twice\_tyse1  
[www.bornsocial.co.uk](http://www.bornsocial.co.uk)